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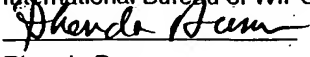
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Rhonda Dunn

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No. PAYS0002P

Applicant: PayScale, Inc.

International Application No. : PCT/US03/41413

International Filing Date: 29 December 2003

Title: A Dynamic Surveying Apparatus and Method for Generation of On-Line Reports

August 23, 2004

International Bureau of WIPO

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ARTICLE 19 AMENDMENT

Remarks

Title of Invention

suggests the title: "A Surveying Apparatus and Method for Compensation Reports". In the spirit of Examiner's suggestion Applicant has amended the application to recite the following title: "A Dynamic Surveying Apparatus and Method for Generation of On-Line Reports."

Abstract

The Examiner requests that the abstract follows the guidelines of PCT Rule 8.1(d). In an attachment to this letter please find a replacement amendment based on the Examiner's request.

Review of Prior Art

The Examiner reports several prior art, each of which is recited as relevant to all the claims made in the above-mentioned application. Applicant briefly provides here a discussion as to the applicability of each specific reference cited.

US 6,587,832. The invention by Beck *et al.* describes a method and system for obtaining and using observed market rates by calculating a matrix of fixed job skill pay rates. While relevance to the application is clear, Applicant would classify it as a category "A" document. Particularly, the Beck invention does not attempt to handle the primary issue of the surveying process or tailoring survey questions to the specific person being surveyed so that the survey results fit a particular set of interest to that person, as claimed by Applicant.

US 2003/0187725. Jotkowitz suggests a computer networked system for monitoring professional development that includes several classical components. It is noteworthy that Jotkowitz ensures a system consistency of the survey by “asking a respondent to answer specific questions... tailored to the particular job of the participant” (see paragraph 0015). The conclusion is that a strict set of questions is asked but there is no tailoring of the questions based on answers from the participant. Hence, Applicant is of the opinion that this document should be classified as a category “A” document.

Screenshots of Compensate.com pages 1-7 (20 Feb 1999). While the screenshots shown would make the data there in a Category “A,” Applicant fails to see how the Examiner deduced from that data that it would prevent Applicant from patenting the invention claimed in the above-mentioned application. The screenshots are very general in nature and do not disclose anything about the methods or apparatus used to solve the problem at hand. However, it is clearly understood from the text provided, that Compensate.com fails to address a primary topic of the application and that is the surveying process itself, as well as the tailoring of a series of questions to a specific user, in real-time, *i.e.* while the survey is taking place. The capabilities of Compensate.com may be further derived from the patent by David Beck *et al.* who created the system (see US patent 6,587,832).

Screenshots of Compensate.com pages 1-3 (5 May 2001). As noted above in

respect to the previous screenshots from the same Web site, Applicant fails to see how the Examiner deduced from that data that it would prevent applicant from patenting the invention claimed in the above-mentioned application. All the arguments above apply equally well in this case. The capabilities of Compensae.com may be further derived from the patent by David Beck *et al.* who created the system (see US patent 6,587,832).

US 2003/0004748. The invention by Coleman *et al.* discloses a method of predicting compensation data, and therefore would deserve a classification as a category "A" document. As in all the other cited documents, Coleman also is limited to a predetermined set of data and does not provide a survey technique as claimed in the subject application.

US 2003/0145015. Turnasella shows a system and method for providing salary data to a self-designated survey group. Such a self-designated survey group may correspond to an affinity group also used in the application. However, as can be noted from Claim 1 of Turnasella, the survey results are not an individually tailored result but rather "generating a salary survey for the survey group...". Further, the Turnasella invention is limited to a predetermined set of benchmark jobs and industries.

Screenshots of Compensate.com pages 1-7 (4 Feb 1998). The Examiner provides again screenshots from Compensate.com. It is clearly stated there that "... a user enters the market rates from various salary surveys, organizes the

data into jobs and levels of responsibility, and then... calculates the predicted market rate...". There is nothing in this document that suggests the claimed invention. The capabilities of Compensate.com may be further derived from the patent by David Beck *et al.* who created the system (see US patent 6,587,832).

Screenshots of Compensate.com pages 1-3 (16 Feb 2002). Again, the Examiner provides screenshots from Compensate.com that at best show relevance at a Category "A" document. The document generally speaks of what the system is able to do but does not show how and what is done. The capabilities of Compensate.com may be further derived from the patent by David Beck *et al.* who created the system (see US patent 6,587,832).

US 2002/0002479. Almog *et al.* describe a method of job placement where a plurality of records of worker profiles are stored. Then, by providing a description of a job opening, a match is sought between that opening and the worker profiles. Without further explanation by the Examiner, Applicant fails to understand how such an invention is relevant to the 103 claims of the subject application.

US 2003/0204439. The Cullen patent application should be classified as a Category "A" document and not a "Y" category as suggested by the Examiner. While Cullen shows certain aspects of salary surveys, many of them are found in the other documents cited by the Examiner. However, at least one of the key elements of the disclosed invention, which is the ability to tailor the questions in

accordance with the specific answers provided by the user, is not present in Cullen.

Nonetheless, Applicant submits herewith a replacement set of claims, in which the notion of "presenting at least one additional question which is a result of an answer provided by said user to a previous question presented to said user" is added to the claims.

Respectfully Submitted,

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line that curves upwards at the end.

Michael A. Glenn

Reg. No, 30,176

Attorney for Applicant

Attachment A – Replacement Abstract

A dynamic surveying method and apparatus for providing targeted online reports, including compensation reports, that accounts for unique individual characteristics, for example those related to a job, by using dynamic profiles, is described. The preferred embodiment uses a survey engine (247) having a collaborative filtering engine (248) that determines appropriate questions to ask the user during the survey, and may further provide suggested possible answers. A collection of user profiles (261) are used for comparison purposes and to further produce individualized compensation reports.

Attachment B – Replacement Claims

1. A method for surveying a user, comprising the steps of:

presenting at least one question to said user, said at least one question being pertinent for determination of at least one affinity group to said user, and presenting at least one additional question which is a result of an answer provided by said user to a previous question presented to said user;

creating a user profile for said user based on said user's answers to said at least one question, wherein said user profile is comprised of said at least one question and at least a corresponding answer;

adding said user profile to one or more affinity groups; and

storing said user profile.

3. (remove)

4. The method of Claim 1, wherein said at least one additional question is presented as a result of at least one of:

popularity of said at least another question within said at least an affinity

group;

being a most frequently answered said at least another question within said at least an affinity group;

being a most recently answered said at least another question within said at least an affinity group; and

relation to said at least a question.

31. A method for a compensation survey of a user, comprising the steps of:

presenting at least one question to said user, said at least one question being pertinent for determination of at least compensation within an affinity group of said user, and further presenting at least another question which is a result of an answer provided by said user in response to a previous question presented to said user;

creating a user profile for said user based on said user's answers to said at least one question, wherein said user profile is comprised of said at least one question and at least one corresponding answer;

adding said user profile to one or more affinity groups; and

storing said user profile.

33. (remove)

34. The method of Claim 31, wherein said at least another question is presented as a result of at least one of:

popularity of said at least another question within said at least an affinity group, being a most frequently answered said at least another question within said at least an affinity group, being a most recently answered said at least another question within said at least an affinity group, relation to said at least a question.

64. A system for compensation surveying and reporting, comprising:

means for accessing a Website, said Website being connected to a network;

means for surveying a user for information pertinent for determination of compensation, said surveying comprising of presenting at least a question which is a result of an answer to a previous question presented to said user;

means for creating a user profile for said user based on gathering of said

information, said user profile further comprised of at least one question and one corresponding answer;

means for storing said user profile; and

means for matching an attribute of said user profile with at least affinity group, said affinity groups being previously stored in said storage means.

A Dynamic Surveying Apparatus and Method for Generation of On-Line Reports

REPLACEMENT ABSTRACT

A dynamic surveying method and apparatus for providing targeted online reports, including compensation reports, that accounts for unique individual characteristics, for example those related to a job, by using dynamic profiles, is described. The preferred embodiment uses a survey engine (247) having a collaborative filtering engine (248) that determines appropriate questions to ask the user during the survey, and may further provide suggested possible answers. A collection of user profiles (261) are used for comparison purposes and to further produce individualized compensation reports.

REPLACEMENT CLAIMS

1. A method for surveying a user, comprising the steps of:

presenting at least one question to said user, said at least one question being
5 pertinent for determination of at least one affinity group to said user, and
presenting at least one additional question which is a result of an answer provided
by said user to a previous question presented to said user;

creating a user profile for said user based on said user's answers to said at
least one question, wherein said user profile is comprised of said at least one
10 question and at least a corresponding answer;

adding said user profile to one or more affinity groups; and
storing said user profile.

2. The method of Claim 1, wherein said question is comprised of a set of one or
15 more question fields that form a logical grouping of questions into a single record.

3. The method of Claim 1, wherein said at least one additional question is presented
as a result of at least one of:

popularity of said at least another question within said at least an affinity
20 group;

being a most frequently answered said at least another question within said
at least an affinity group;

being a most recently answered said at least another question within said

at least an affinity group; and
relation to said at least a question.

4. The method of Claim 1, wherein said at least a corresponding answer is an open
5 text.
5. The method of Claim 5, wherein said open text allows said user to add a new
answer to said at least a corresponding answer.
- 10 6. The method of Claim 6, wherein said new answer is used as one of said respective
answers when said at least as question is suggested.
7. The method of Claim 1, wherein said at least a question may have one or more
possible answers displayed.
- 15 8. The method of Claim 1, wherein said user may select one or more answers to said
question.
9. The method of Claim 8, wherein said one or more possible answers displayed is
20 based on at least one of:
popularity of an answer within said at least an affinity group;
being a most frequent answer within said at least an affinity group; and
being a most recent answer within said at least an affinity group.

10. The method of Claim 1, further comprising the step of:
filtering said user's answers to said question.
11. The method of Claim 11, wherein said filtering is performed in at least one of real-
5 time and batch mode.
12. The method of Claim 11, wherein said filtering further comprises the modification of
an answer to said question based on at least one of:
predetermined criterion;
10 one or more filtering rules;
consistency with previously answered questions;
consistency with all answered questions; and
consistency with answers of at least said affinity group.
- 15 13. The method of Claim 1, further comprising the steps of:
periodically creating a new affinity group; and
associating at least a user to said new affinity group.
14. The method of Claim 1, further comprising the step of:
20 creating a new affinity group by a user.
15. The method of Claim 15, further comprising the step of:
associating matching user profiles with said new affinity group.

16. The method of Claim 1, further comprising:

the steps of providing a report.

17. The method of Claim 17, wherein the generation of said report is constrained by at

5 least one of an attribute of said user profile and a goal.

18. The method of Claim 18, wherein said goal comprises at least one of:

a profile attribute value;

a range of profile attribute values;

10 a Boolean value reflective of a set of values;

a Boolean value reflective of a set of non-values;

a date range;

a minimum count of matching profiles;

a maximum count of matching profiles;

15 a question filter; and

a match score threshold.

19. The method of Claim 18, wherein said constraint results are weighted such that
deterministic fields have a higher score than non-deterministic fields.

20

20. The method of Claim 18, wherein for the purpose of providing said report, said
method comprises the step of matching to at least one of said affinity groups at
least one of a goal and a user profile.

21. The method of Claim 21, further comprising the step of:
determining the best match.

22. The method of Claim 21, further comprising the step of:

5 determining one or more matches which are the best matches from a
plurality of possible matches.

23. The method of Claim 23, wherein said matches are arranged by order of match
score, said order being grouped to at least two levels of matches, based on said
10 score.

24. The method of Claim 21, wherein said step of matching further comprises the
steps of:

15 scoring of each match with said affinity groups ;and
weighting the importance of including each said match in the aggregation of
said report.

25. The method of Claim 21, wherein said step of matching to at least one of said
affinity groups further comprises the steps of:

20 classifying of each match with said affinity groups as being one of key in
meeting said goal and ancillary in meeting said goal.

26. The method of Claim 18, wherein said goal is one of a personal goal and an
informative goal.

27. The method of Claim 27, wherein said informative goal provides aggregated information pertaining to a plurality of user profiles.
- 5 28. The method of Claim 28, wherein said aggregated information comprises at least statistical information.
29. The method of Claim 27, wherein said report resulting of said personal goal provides a comparison of the user having said user profile to at least one of a
10 plurality of user profiles and an affinity group.
30. A method for a compensation survey of a user, comprising the steps of:
- presenting at least one question to said user, said at least one question being pertinent for determination of at least compensation within an affinity group
15 of said user, and further presenting at least another question which is a result of an answer provided by said user in response to a previous question presented to said user;
- creating a user profile for said user based on said user's answers to said at least one question, wherein said user profile is comprised of said at least one
20 question and at least one corresponding answer;
- adding said user profile to one or more affinity groups; and
- storing said user profile.

31. The method of Claim 31, wherein said question is comprised of a set of one or more question fields that form a logical grouping of questions into a single record.

32. The method of Claim 31, wherein said at least another question is presented as a result of at least one of:

popularity of said at least another question within said at least an affinity group, being a most frequently answered said at least another question within said at least an affinity group, being a most recently answered said at least another question within said at least an affinity group, relation to said at least a question.

33. The method of Claim 31, wherein said at least a corresponding answer is an open text.

34. The method of Claim 35, wherein said open text allows said user to add a new answer to said at least a corresponding answer.

35. The method of Claim 36, wherein said new answer is used as one of said respective answers when said at least as question is suggested.

36. The method of Claim 31, wherein said at least a question may have one or more possible answers displayed.

37. The method of Claim 31, wherein said user may select one or more answers to said question.

38. The method of Claim 38, wherein said one or more possible answers displayed is based on any of:

popularity of an answer within said at least an affinity group;

5 being a most frequent answer within said at least an affinity group; and

being a most recent answer within said at least an affinity group.

39. The method of Claim 31, further comprising the step of:

filtering said user's answers to said question.

10

40. The method of Claim 41, wherein said filtering is performed in at least one of real-time and batch mode.

41. The method of Claim 41, said filtering further comprising the step of:

15 modifying an answer to said question based on any of:

predetermined criterion;

one or more filtering rules;

consistency with previously answered questions;

consistency with all answered questions; and

20 consistency with answers of at least said affinity group.

42. The method of Claim 31, further comprising the steps of:

periodically creating a new affinity group; and

associating at least one user to said new affinity group.

43. The method of Claim 31, further comprising the step of:

creating a new affinity group by a user.

5

44. The method of Claim 45, further comprising the step of:

associating matching user profiles with said new affinity group.

45. The method of Claim 31, wherein said affinity group comprises any of:

10

profession;

geographic location;

compensation;

compensation range;

experience;

15

experience range;

position; and

position range.

46. The method of Claim 31, further comprising the step of:

20

providing a compensation report.

47. The method of Claim 48, wherein the generation of said compensation report is constrained by at least one of an attribute of said user profile and a goal.

48. The method of Claim 49, further comprising the step of:

weighting said constraint results , wherein deterministic fields have a higher score than non-deterministic fields.

5 49. The method of Claim 49, wherein said goal comprises any of:

a desired compensation;

a desired range of compensation;

a desired geographic location;

a desired firm; and

10 a desired range of firms.

50. The method of Claim 49, wherein for the purpose of providing said report, said method comprises the step of:

15 matching to at least one of said affinity groups at least one of a goal and a user profile.

51. The method of Claim 52, further comprising the step of:

determining a best match.

20 52. The method of Claim 52, further comprising the step of:

determining one or more matches which are best matches from a plurality of possible matches.

53. The method of Claim 54, wherein said matches are arranged by order of match score, said order being grouped to at least two levels of matches, based on said score.

5 54. The method of Claim 52, wherein said step of matching further comprises the steps of:

the scoring of each match with said affinity groups; and

weighting importance of including best match in an aggregation of said report.

10

55. The method of Claim 49, wherein said goal is any of a personal goal and an informative goal.

56. The method of Claim 57, wherein said personal goal is any of:

15

compensation;

compensation range;

salary;

salary range;

geographic location;

20

position; and

position range.

57. The method of Claim 57, wherein said informative goal provides aggregated information pertaining to a plurality of user profiles.

58. The method of Claim 59, wherein said aggregated information comprises at least statistical information.

5 59. The method of Claim 60, wherein said statistical information comprises any of:
average compensation;
average salary;
median compensation;
median salary;
10 salary percentile;
standard deviation;
trend;
profile count;
most frequent compensation; and
15 most frequent salary.

60. The method of Claim 57, wherein said report resulting from said personal goal provides a comparison of a user having said user profile to at least one of a plurality of user profiles and an affinity group.

20

61. The method of Claim 31, wherein said compensation any of:
annual salary;
monthly salary;
weekly salary;

hourly rate;
 bonus;
 tip;
 benefits; and
 5 vacation time.

62. A system for compensation surveying and reporting, comprising:

means for accessing a Website, said Website being connected to a network;

10 means for surveying a user for information pertinent for determination of compensation, said surveying comprising of presenting at least a question which is a result of an answer to a previous question presented to said user;

means for creating a user profile for said user based on gathering of said information, said user profile further comprised of at least one question and one corresponding answer;

15 means for storing said user profile; and

means for matching an attribute of said user profile with at least affinity group, said affinity groups being previously stored in said storage means.

63. A method for matching a user profile to a plurality of user profiles, comprising the
 20 steps of:

receiving a first user profile;

assigning a score value to at least one match group;

matching said first user profile with at least a second user profile from said plurality of user profiles and assigning an overall fitness score; and

reporting said fitness score.

64. The method of Claim 65, wherein said score value is a relative weight of said match group.

5

65. The method of Claim 66, wherein said weight is proportionate to at least the importance of a score value of said match group to the said overall fitness score.

10

66. The method of Claim 66, wherein said match group is further comprised of at least one of match field and an affinity group.

67. The method of Claim 68, wherein said match field comprises a score value.

68. The method of Claim 68, wherein said affinity group comprises a score value.

15

69. The method of Claim 65, wherein said match group comprises further one of a deterministic and a non-deterministic match group.

20

70. The method of Claim 71, wherein a score is determined for a profile only if there exists a match to at least said deterministic match group.

71. The method of Claim 65, wherein said matching comprises the steps of:

a) selecting said second user profile from a plurality of user profiles not previously matched with said first user profile;

b) comparing a match field of said first user profile to a respective match field of said second user profile, and determining a match group score;

c) repeating step b) until all match fields requiring a comparison are matched between said first user profile and said second user profile;

5 d) assigning a fitness score to said second user profile based on the plurality of said scores determined in step b);

e) repeating the method steps from step a) until all available user profiles are matched against said first user profile;

f) reporting the fitness scores.

10

72. The method of Claim 73, wherein said step b) further comprises the step of matching at least one of a match field and an affinity.

73. The method of Claim 74, wherein said fitness score is at least a tally of score values of at least one of a match group, a match field, and an affinity.

15

74. The method of Claim 73, wherein said fitness scores of step f) are sorted by order of fitness.

20 75. The method of Claim 76, wherein user profiles having a highest fitness scores are grouped into an affinity group.

76. The method of Claim 77, wherein a number of user profiles is determined using any of:

a minimum fitness score of a user profile;
 range of fitness scores;
 an absolute number of the user profiles;
 a defined percent of user profiles; and
 a date range of user profiles.

5

77. The method of Claim 65, further comprising the steps of:

receiving information of a type of report requested;

if said report is of a type requiring receipt of financial commitment, then

10 receiving relevant information;

providing the desired report.

78. The method of Claim 79, wherein said receipt of financial commitment comprises the step of

15 receiving any of credit card information, debit card information, purchase order information, coupon information, and check information.

79. The method of Claim 65, wherein said plurality of user profiles comprises an affinity group.

20

80. The method of Claim 65, wherein said fitness score is at least a weighted score of at least one of a match group, a match field, and an affinity group.

81. A computer software product containing instructions for matching a user profile to a plurality of user profiles, the instructions further being capable of executing at least the steps of:

receiving a first user profile;

5 assigning a score value to at least a match group;

matching said first user profile with at least a second user profile from said plurality of user profiles;

assigning a fitness score to said at least second user profile; and

reporting the fitness score of at least said second user profile.

10

82. The computer software product of Claim 83, wherein said matching step comprises the steps of:

a) selecting said second user profile from a plurality of user profiles not previously matched with said first user profile;

15 b) comparing a match field of said first user profile to a respective match field of said second user profile, and determining a score;

c) repeating step b) until all match fields requiring a comparison are matched between said first user profile and said second user profile;

20 d) assigning a fitness score to said second user profile based on the plurality of said scores determined in step b);

e) repeating the method from step a) until all available user profiles are matched against said first user profile; and

f) reporting the fitness scores.

83. The computer software product of Claim 84, wherein said step b) further comprises the step of:

matching at least one of a match field and an affinity.

5 84. The computer software product of Claim 83, further comprising the steps of:

receiving information of the type of report requested;

if said report is of a type requiring receipt of financial commitment, then receiving relevant information; and

providing a desired report.

10

85. A method for matching a user profile to at least an affinity group, comprising the steps of:

receiving a first user profile;

assigning a score value to at least a match group;

15

matching said first user profile with said at least an affinity of said affinity group;

assigning a fitness score to said affinity group; and

reporting said fitness score.

20 86. The method of Claim 87, wherein said matching step comprises the steps of:

a) selecting said first affinity group from a plurality of affinity groups not previously matched with said first user profile;

b) comparing a match field of said first user profile to a respective match field of said first affinity, and determining a match group score;

c) repeating step b) until all match groups requiring a comparison are matched between said first user profile and said first affinity;

d) assigning a fitness score to said affinity group based on the plurality of said scores determined in step b);

5 e) repeating the method from step a) until all available affinity groups are matched against said first user profile; and

f) reporting the fitness scores.

87. The method of Claim 87, further comprising the steps of:

10 receiving information of a type of report requested;

if said report is of a type requiring receipt of financial commitment, then receiving the relevant information; and

providing a desired report.

15 88. A computer software product containing instructions for matching a user profile to at least an affinity group, the instructions further being capable of executing at least the steps of:

receiving a first user profile;

assigning a score value to at least a match group;

20 matching said first user profile with at least an affinity of said affinity ;

assigning a fitness score to said affinity group; and

reporting the fitness score of at least said first affinity group.

89. The computer software product of Claim 90, wherein said matching step comprises the steps of:

- a) selecting said first affinity group from a plurality of affinity groups not previously matched with said first user profile;
- 5 b) comparing a match field of said first user profile to the respective match field of said first affinity, and determining a match group score;
- c) repeating step b) until all match groups requiring a comparison are matched between said first user profile and said first affinity;
- d) assigning a fitness score to said affinity group based on a plurality of said
10 scores determined in step b);
- e) repeating the method from step a) until all available affinity groups are matched against said first user profile; and
- f) reporting fitness scores.

15 90. The computer software product of Claim 90, further comprising the steps of:
 receiving information of a type of report requested;
 if said report is of a type requiring receipt of financial commitment, then receiving relevant information; and
 providing a desired report.

20

91. An apparatus for performing automated surveys, comprising:
 database means containing at least a plurality of prospective survey questions and prospective answers;

memory means for storing code, wherein said code contains at least code to perform an automated survey using said plurality of survey questions and prospective answers, for selecting a questions and respective prospect answers based on at least a response provided to a previous question, code for creating a user profile, code for creating at least an affinity group based on a plurality of user profiles, and code for association of said user profile with at least an affinity group; computational means for executing said code; and communication means for communication with at least a user.

10 92. The apparatus of Claim 93, said database means further comprising:

at least one of user profiles database, affinity groups database, and reporting definitions.

15 93. The apparatus of Claim 93, wherein said code to perform an automated survey selects one of said plurality of survey questions based on at least one of answers provided by said user, said user profile, and an affinity group.

20 94. The apparatus of Claim 93, further comprising:
means for periodically executing said code for creating at least an affinity group based on a plurality of user profiles.

95. The apparatus of Claim 93, wherein said apparatus further comprises:
means for providing at least a report.

96. The apparatus of Claim 97, further comprising
 means for providing said at least a report as at least one of a basic report
 and an extended report.

5 97. The apparatus of Claim 98, further comprising
 means for allowing free access to said basic report.

98. The apparatus of Claim 98, further comprising:
 means for receiving billing information for providing said extended report.

10

99. The apparatus of Claim 97, wherein said report is provided in view of at least one
 of a user profile and an affinity group.

15

100. The apparatus of Claim 93, wherein said communication means comprises at least
 one of a local area network, a wide area network, and the world-wide-web.

101. A system for the purpose of performing automated surveys, comprising:
 a network connected to at least a client, said client configured with at
 least a Web browser;

20

a database for storing at least a plurality of survey questions and
 prospective answers; and,

a server having access to said network and said database, said server
 configured to at least survey at least a user using said plurality of survey questions
 and prospective answers and for selecting said questions and respective prospect

answers based on at least a response provided to a previous question, for creating user profiles, for creating at least an affinity group based on a plurality of user profiles, and for associating said user profile with at least an affinity group.